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WHAT IS CLAIMED IS:

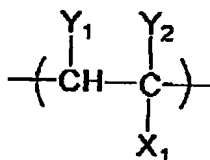
1. An electrostatic inkjet ink composition comprising:
a non-aqueous solvent having a dielectric constant of
from 1.5 to 20 and a surface tension at 25 °C of from 15 to
5 60 mN/m;

a color material that is insoluble in the non-aqueous
solvent; and

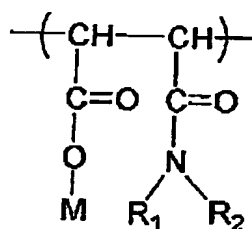
a charge control agent that is soluble in the non-aqueous
solvent,

10 wherein the charge control agent contains a half-amide
maleic acid copolymer containing repeating units represented
by the following formulae (Ia) and (Ib):

(I a)



(I b)



20 wherein X₁ represents a hydrocarbon group having 10 or more
carbon atoms in total; Y₁ and Y₂ may be the same as or different
from each other and each represents a hydrogen atom or an alkyl
group; R₁ and R₂ may be the same as or different from each other
and each represents a hydrogen atom, an aliphatic group, an
25 alicyclic hydrocarbon group, an aromatic group, or a

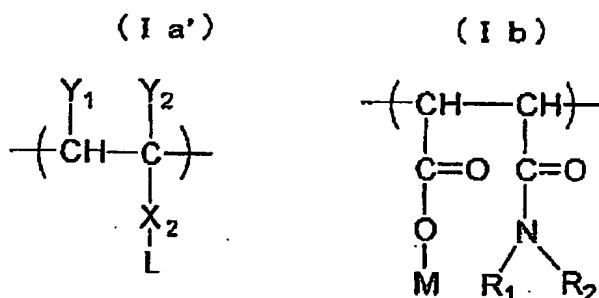
heterocyclic group; R_1 and R_2 may be cyclized with a carbon atom, and the ring containing R_1 and R_2 may contain a hetero atom, provided that a total sum of carbon atoms contained in X_1 , R_1 , and R_2 is 14 or more; and M represents a hydrogen atom, a metal atom, or an ammonium salt or quaternary salt of an organic base.

2. An electrostatic inkjet ink composition comprising:
a non-aqueous solvent having a dielectric constant of
10 from 1.5 to 20 and a surface tension at 25 °C of from 15 to 60 mN/m;

a color material that is insoluble in the non-aqueous solvent; and

a charge control agent that is soluble in the non-aqueous
15 solvent,

wherein the charge control agent contains a half-amide maleic acid copolymer containing repeating units represented by the following formulae (Ia') and (Ib):



25 wherein X_2 is a group connecting a main chain and an atomic

group L and represents -O-, -CH₂OCO-, -OCO-, or -COO~; L represents an aliphatic group, provided that a total sum of carbon atoms contained in X₂ and L is 12 or more; Y₁ and Y₂ may be the same as or different from each other and each represents
5 a hydrogen atom or an alkyl group; R₁ and R₂ may be the same as or different from each other and each represents a hydrogen atom, an aliphatic group, an alicyclic hydrocarbon group, an aromatic group, or a heterocyclic group; R₁ and R₂ may be cyclized with a carbon atom, and the ring containing R₁ and
10 R₂ may contain a hetero atom; and M represents a hydrogen atom, a metal atom, or an ammonium salt or quaternary salt of an organic base.

3. An electrostatic inkjet ink composition comprising:
15 a non-aqueous solvent having a dielectric constant of from 1.5 to 20 and a surface tension at 25 °C of from 15 to 60 mN/m;

a color material that is insoluble in the non-aqueous solvent; and
20 a charge control agent that is soluble in the non-aqueous solvent,

wherein the charge control agent contains a polymer capable of being solubilized in the non-aqueous solvent, which is obtained by reacting a copolymer containing at least one
25 monomer and maleic anhydride as constitutional units with a

primary amino compound or a primary amino compound and a secondary amino group and which is a polymer containing a half-amide maleic acid component and a maleinimide component as repeating units.

5

4. The electrostatic inkjet ink composition according to claim 1, wherein the ink composition has a volume resistivity at 25 °C of $10^8 \Omega \cdot \text{cm}$ or more, and particles of the color material in the ink composition have a particle electric conductivity of 100 pS/cm or more.

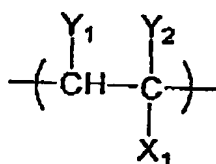
5. The electrostatic inkjet ink composition according to claim 2, wherein the ink composition has a volume resistivity at 25 °C of $10^8 \Omega \cdot \text{cm}$ or more, and particles of the color material in the ink composition have a particle electric conductivity of 100 pS/cm or more.

6. The electrostatic inkjet ink composition according to claim 3, wherein the ink composition has a volume resistivity at 25 °C of $10^8 \Omega \cdot \text{cm}$ or more, and particles of the color material in the ink composition have a particle electric conductivity of 100 pS/cm or more.

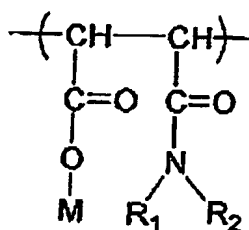
7. A method for forming an electrostatic inkjet image comprising:

introducing an ink composition containing a non-aqueous solvent having a dielectric constant of from 1.5 to 20 and a surface tension at 25 °C of from 15 to 60 mN/m, a color material that is insoluble in the non-aqueous solvent, and a charge control agent that is soluble in the non-aqueous solvent and contains a half-amide maleic acid copolymer containing repeating units represented by the following formulae (Ia) and (Ib) :

(I a)



(I b)



wherein X_1 represents a hydrocarbon group having 10 or more carbon atoms in total; Y_1 and Y_2 may be the same as or different from each other and each represents a hydrogen atom or an alkyl group; R_1 and R_2 may be the same as or different from each other and each represents a hydrogen atom, an aliphatic group, an alicyclic hydrocarbon group, an aromatic group, or a heterocyclic group; R_1 and R_2 may be cyclized with a carbon atom, and the ring containing R_1 and R_2 may contain a hetero atom, provided that a total sum of carbon atoms contained in X_1 , R_1 , and R_2 is 14 or more; and M represents a hydrogen atom, a metal atom, or an ammonium salt or quaternary salt of an organic

base,

into a recording head having a plurality of recording electrodes disposed therein;

5 applying a voltage to the recording electrodes to allow an electrostatic force to act on the ink, thereby ejecting ink droplets in a state that particles of the color material are concentrated; and

forming print dots on a recording medium disposed opposite thereto.

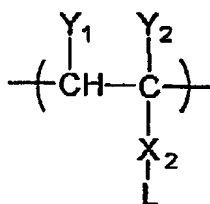
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8. A method for forming an electrostatic inkjet image comprising:

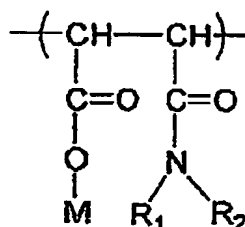
15 introducing an ink composition containing a non-aqueous solvent having a dielectric constant of from 1.5 to 20 and a surface tension at 25 °C of from 15 to 60 mN/m, a color material that is insoluble in the non-aqueous solvent, and a charge control agent which is soluble in the non-aqueous solvent and contains a half-amide maleic acid copolymer containing repeating units represented by the following formulae (Ia')

20 and (Ib):

(I a')



(I b)



25 wherein X₂ is a group connecting a main chain and an atomic

group L and represents -O-, -CH₂OCO-, -OCO-, or -COO-; L represents an aliphatic group, provided that a total sum of carbon atoms contained in X₂ and L is 12 or more; Y₁ and Y₂ may be the same as or different from each other and each represents
5 a hydrogen atom or an alkyl group; R₁ and R₂ may be the same as or different from each other and each represents a hydrogen atom, an aliphatic group, an alicyclic hydrocarbon group, an aromatic group, or a heterocyclic group; R₁ and R₂ may be cyclized with a carbon atom, and the ring containing R₁ and
10 R₂ may contain a hetero atom; and M represents a hydrogen atom, a metal atom, or an ammonium salt or quaternary salt of an organic base,
into a recording head having a plurality of recording electrodes disposed therein;

15 applying a voltage to the recording electrodes to allow an electrostatic force to act on the ink, thereby ejecting ink droplets in a state that particles of the color material are concentrated; and

forming print dots on a recording medium disposed
20 opposite thereto.

9. A method for forming an electrostatic inkjet image comprising:

introducing an ink composition containing a non-aqueous
25 solvent having a dielectric constant of from 1.5 to 20 and a

surface tension at 25 °C of from 15 to 60 mN/m, a color material that is insoluble in the non-aqueous solvent, and a charge control agent that is soluble in the non-aqueous solvent, the charge control agent containing a polymer capable of being
5 solubilized in the non-aqueous solvent, which is obtained by reacting a copolymer containing at least one monomer and maleic anhydride as constitutional units with a primary amino compound or a primary amino compound and a secondary amino group and which is a polymer containing a half-amide maleic
10 acid component and a maleinimide component as repeating units, into a recording head having a plurality of recording electrodes disposed therein;

applying a voltage to the recording electrodes to allow an electrostatic force to act on the ink, thereby ejecting ink
15 droplets in a state that particles of the color material are concentrated; and

forming print dots on a recording medium disposed opposite thereto.